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July 6, 2005

VIA ELECTRONIC AND FIRST CLASS MAIL SERVICE

The Honorable Charles L.A. Terreni
Chief Clerk
SC Public Service Commission
P.O. Drawer 11649
Columbia, SC 29211

RE: Application of Voicecom Telecommunications, LLC for a Certificate of Public Convenience and Necessity to Provide Resold Long Distance Telecommunications Services and for Alternative Regulation of its Long Distance Service Offerings
Docket No. 2005-85-C, ELS File No. 1048-10315

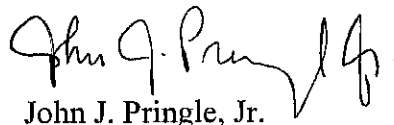
Dear Mr. Terreni:

Enclosed is the original and twenty-five (25) copies of the **Testimony of Dan Mell** filed on behalf of Voicecom Telecommunications, LLC in the above-referenced docket.

Please acknowledge your receipt of this document by file-stamping the copy of this letter enclosed, and returning it in the enclosed envelope.

If you have any questions or need additional information, please do not hesitate to contact me.

Very truly yours,



John J. Pringle, Jr.

JJP/cr

cc: Office of Regulatory Staff [via electronic and first-class mail service]
Mr. Dan Mell [via first-class mail service]
Charles A. Hudak, Esquire [via first-class mail service]

Enclosures

BEFORE THE
SOUTH CAROLINA PUBLIC SERVICE COMMISSION
DOCKET NO. 2005-85-C

In the Matter of the Application of Voicecom Telecommunications, LLC for a Certificate of Public Convenience and Necessity to Provide Resold Long Distance Telecommunications Services and for Alternative Regulation of its Long Distance Service Offerings

TESTIMONY OF DAN MELL

Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.

A. My name is Dan Mell and my business address is 5900 Windward Parkway, Suite 500, Alpharetta, Georgia 30005.

Q. BY WHOM ARE YOU EMPLOYED AND IN WHAT CAPACITY?

A. I am employed by Voicecom Telecommunications, LLC ("Voicecom") as Chief Financial Officer.

Q. PLEASE IDENTIFY VOICECOM.

A. Voicecom is a Delaware limited liability company that is authorized to transact business within the State of South Carolina.

Q. WHAT ARE YOUR RESPONSIBILITIES WITH VOICECOM?

A. I am responsible for overseeing Voicecom's Accounting, Planning, Legal, Billing and Human Resources departments. In addition, I am generally responsible for overseeing the proper operation of Voicecom's telecommunications network facilities.

1 **Q. PLEASE PROVIDE A BRIEF SUMMARY OF YOUR EDUCATION AND WORK**
2 **EXPERIENCE.**

3 A. I have worked in the telecommunications industry for over nineteen (19) years, holding a
4 variety of positions in operations, corporate development, accounting and finance. Currently,
5 I hold the position of Chief Financial Officer of Voicecom, where I am responsible for all
6 accounting, finance, planning, legal, billing and human resource issues related to Voicecom's
7 provision of telecommunications services. In addition, I am generally responsible for
8 overseeing the proper operation of Voicecom's telecommunications network facilities.

9 I originally joined the Voicecom team in 1995 as Manager of International Business
10 Development. As Director of Strategic Planning for Voicecom's then parent company,
11 Premiere Global Services, Inc. (formerly known as PTEK Holdings, Inc.), I played a
12 significant role in executing a series of transactions which resulted in Premiere Global
13 Services, Inc. growing from \$50 million to over \$500 million in revenues in less than
14 eighteen (18) months. Thereafter, in 2002, I played a significant role in the sale of Voicecom
15 to Gores Technology Group, a privately held international acquisition and management
16 company. Prior to my current position with Voicecom, I have held a variety of financial
17 positions with Nortel Networks, including Director of Finance for North American Cable
18 operations which generated revenues of over \$300 million.

19 I hold a Masters of Business Administration degree in finance and accounting from
20 McGill University in Montreal, Canada.

1 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

2 A. The purpose of my testimony is to support Voicecom's application for authority to provide
3 resold long distance telecommunications services within the State of South Carolina and for
4 alternative regulation as was first approved by the Commission in Docket No. 95-661-C.

5 **Q. WILL OTHER WITNESSES BE TESTIFYING ON BEHALF OF VOICECOM?**

6 A. No.

7 **Q. ARE YOU FAMILIAR WITH THE APPLICATION THAT VOICECOM HAS**
8 **SUBMITTED TO THIS COMMISSION?**

9 A. Yes, I am.

10 **Q. DO YOU RATIFY AND CONFIRM THE STATEMENTS AND**
11 **REPRESENTATIONS MADE IN THAT APPLICATION?**

12 A. Yes, I do.

13 **Q. PLEASE DESCRIBE VOICECOM AND ITS BUSINESS ACTIVITIES.**

14 A. Voicecom is a provider of enhanced call answering services in the business-to-business
15 market offering solutions such as automated attendants, customized interactive voice
16 response systems, voicemail, voice messaging, calling cards and conference calling.
17 Voicecom's solutions are designed to meet a diversity of needs in the mobile, small
18 office/home office, and enterprise markets. Voicecom delivers its solutions across a variety
19 of industries including financial services, healthcare, government organizations, real estate,
20 retail and telecommunications. Currently, Voicecom is authorized to provide long distance
21 telecommunications services in approximately twenty-nine (29) states and in the District of
22 Columbia. Voicecom is in the process of securing state regulatory authorizations to provide
23 long distance telecommunications services in the remaining states. No application of

Voicecom for long distance authority has been denied, and no authority granted to Voicecom has been revoked.

Q. HAS VOICECOM EVER PROVIDED SERVICE UNDER ANY OTHER NAME?

A. No.

Q. PLEASE DESCRIBE THE AUTHORIZATION SOUGHT BY VOICECOM IN THIS PROCEEDING.

A. Voicecom is seeking authority to operate as a reseller of intrastate telecommunications services throughout the State of South Carolina.

Q. PLEASE DESCRIBE HOW VOICECOM PROPOSES TO PROVIDE INTRASTATE TELECOMMUNICATIONS SERVICE THROUGHOUT THE STATE OF SOUTH CAROLINA.

A. Voicecom proposes to provide its telecommunications services by reselling the switched, intrastate, long distance (interLATA and intraLATA toll) voice communications services of various certificated long distance companies, including AT&T and MCI. Voicecom does not intend to own or control any transmission facilities, but instead intends to utilize its own switching equipment (located in Atlanta, Georgia) along with transmission services of one or more certificated long distance carriers in order to provide its services.

Q. PLEASE DESCRIBE THE TECHNICAL AND MANAGERIAL RESOURCES OF VOICECOM.

A. Voicecom's key personnel have extensive technical and managerial experience in the telecommunications industry. Kevin Moran is President and Chief Executive Officer of Voicecom. Mr. Moran joined the Voicecom team in 1995 as Director of Wholesale Services. Prior to joining Voicecom, Mr. Moran was a Southern Regional Sales Manager with Wiltel

1 Network Services, a subsidiary of the Williams Companies (NYSE: WMB), a predecessor of
2 WorldCom, Inc. Mr. Moran has more than twenty (20) years of experience in business
3 development, operations management and strategic alliance formation. He has been
4 responsible for the development and sale of outsourced transaction-based applications,
5 achieving significant success in the telecommunications marketplace. Mr. Moran holds a
6 Bachelor of Science degree from the University of Tulsa.

7 Keith Cummings is Voicecom's Vice President of Finance and Controller. Mr.
8 Cummings joined the Voicecom team in 1998 as Director of Financial Planning and
9 Analysis. Mr. Cummings has over fifteen (15) years of experience in the accounting and
10 finance fields and an extensive telecommunications background, providing financial and
11 accounting functions for MCI and BellSouth Telecommunications, Inc. Mr. Cummings is a
12 Certified Public Accountant and holds a Master of Business Administration degree in finance
13 from Georgia State University.

14 Jerry Hooks is Vice President of Operations for Voicecom. He is responsible for
15 international network operations which includes tier I, II & III level technical support,
16 network surveillance, telecommunications provisioning, LEC/IXC carrier relations, carrier
17 billing and contract administration, field operations, project coordination, network
18 security/fraud, internal PBX/ACD support, network architecture and design and IT/data
19 operations supporting all of Voicecom's service platforms. Before joining Voicecom, Mr.
20 Hooks served as Vice President of Customer Support and Network Operations for Intermedia
21 Communications, a WorldCom company. Mr. Hook's career also includes various
22 engineering, design, technology, operations and customer services assignments with Vista-
23 United Telecommunications and The Disney Company, spanning over twenty-six (26) years.

1 Mr. Hooks earned a certificate in Executive Business Management from Rollins College in
2 Winter Park, Florida.

3 John Keegan is Senior Vice President of Information Systems for Voicecom. Mr.
4 Keegan is responsible for overseeing the management technical direction of all Voicecom
5 Information Systems Departments that design, develop and support all systems and software
6 used to manage the Voicecom business. In addition, he is responsible for evaluating and
7 leveraging new technology for both back-office support and Voicecom's various product
8 offerings. Prior to joining Voicecom, Mr. Keegan was Director of Management Information
9 Systems at VoiceCom Systems Inc. ("VoiceCom Systems"), which was acquired by Premiere
10 Global Services, Inc. in 1997. At VoiceCom Systems, Mr. Keegan served in a variety of
11 capacities, including leading the integrated voice response group and running the
12 management information system ("MIS") department. Mr. Keegan earned a Bachelor's of
13 Technology degree from New York Institute of Technology.

14 Based on the collective experience of Voicecom's management personnel, I believe
15 that Voicecom possesses all of the necessary technical and managerial capabilities to operate
16 as a provider of resold intrastate telecommunications services.

17 **Q. PLEASE IDENTIFY THE CERTIFICATED AREAS FOR WHICH VOICECOM**
18 **IS REQUESTING AUTHORITY IN THIS APPLICATION.**

19 A. Voicecom is seeking authority to provide resold intrastate, interLATA and intraLATA toll
20 telecommunications services throughout the entire state of South Carolina to the fullest
21 extent permitted by applicable law or Commission order.

1 **Q. PLEASE DESCRIBE THE SERVICES VOICECOM INTENDS TO OFFER**
2 **PURSUANT TO THE AUTHORITY REQUESTED IN THIS APPLICATION.**

3 A. Voicecom proposes to offer switched, intrastate, long distance telecommunications resale
4 services to residential and business customers in South Carolina. Currently, Voicecom's
5 services consist of: (i) "Prepaid Calling Card Service" whereby customers may use
6 prepaid calling cards to originate outbound long distance calls through use of Voicecom-
7 provided toll free telephone numbers; (ii) "Calling Card Service" whereby customers may
8 use traditional post-paid calling cards to originate outbound long distance calls through
9 use of Voicecom-provided toll free telephone numbers; and (iii) "Voicecom Personal
10 Assistant Service" which is a "find me/follow me" service whereby customers may be
11 located at various designated telephone numbers after receiving calls to such customers'
12 personal assistant access code numbers. Voicecom's Personal Assistant Service also
13 permits customers to obtain access to voice and facsimile mail services, long distance
14 services, conference calling services and information services.

15 **Q: IS VOICECOM AWARE OF THE COMMISSION'S REQUIREMENTS WITH**
16 **RESPECT TO PREPAID DEBIT CARD SERVICES?**

17 A: Yes. Voicecom understands that it will have to post a surety bond or certificate of deposit
18 with the Commission in the amount of \$5,000 prior to offering its prepaid debit card
19 services in South Carolina.

20 **Q. HOW DOES VOICECOM MARKET ITS SERVICES?**

21 A. Voicecom intends to directly market and sell its services to customers in the State of South
22 Carolina. Voicecom does not use sales people (in any sales capacity) who are not Voicecom
23 employees. In addition, Voicecom does not use telemarketing to market or sell its services.

1 **Q. HOW WILL VOICECOM PERFORM BILLING AND CUSTOMER SERVICE**
2 **FUNCTIONS FOR THE SERVICES OFFERED?**

3 A. Voicecom intends to bill its customers directly for long distance telecommunications resale
4 services. The charges, based upon the rates which will be set forth in Voicecom's tariff, and
5 its toll free telephone number for customer assistance will all appear on monthly customer
6 statements. In addition, customers may contact Voicecom's customer service representatives
7 regarding a broad range of service matters, including: (i) the types of services offered by
8 Voicecom and the rates associated with such services; (ii) monthly billing statements; and
9 (iii) problems or concerns pertaining to the customer's current service. Voicecom's customer
10 service representatives will be available to assist customers twenty-four (24) hours per day,
11 seven (7) days per week.

12 **Q. WHERE WILL RECORDS PERTAINING TO YOUR SOUTH CAROLINA**
13 **OPERATIONS BE KEPT?**

14 A. At least initially, Voicecom will keep its records at its offices in Alpharetta, Georgia.
15 Accordingly, Voicecom requests, pursuant to Commission Rule 103-610, that the
16 Commission allow Voicecom to keep its records in Alpharetta, Georgia. Voicecom will
17 provide expeditiously any and all records that may be requested by the Commission or the
18 Office of Regulatory Staff.

19 **Q. WILL VOICECOM OFFER SERVICES TO END-USERS ON A NON-**
20 **DISCRIMINATORY BASIS WITHIN ITS DESIGNATED SERVICE AREAS?**

21 A. Yes, it will.

1 **Q. IN YOUR OPINION, IS THE GRANTING OF VOICECOM'S APPLICATION IN**
2 **THE PUBLIC INTEREST?**

3 A. Yes. By granting Voicecom's application, the Commission will authorize a highly qualified
4 telecommunications service provider to commence offering services in the State of South
5 Carolina. Competition in the long distance telecommunications service market is in the
6 public interest in that it will promote efficiency and innovation in performance and will
7 increase market responsiveness to consumer demands.

8 **Q. DOES THIS CONCLUDE YOUR TESTIMONY?**

9 A. Yes, it does.